

Choosing versus rejecting: Why some options are both better and worse than others.
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ABSTRACT

1. Reviews research concerning the principle of compatibility, according to which the weighting of inputs is enhanced by their compatibility with output. Considerations of compatibility suggest that the positive and negative dimensions of options (their pros and cons) are expected to loom larger when a person is choosing and rejecting, respectively. Ss are presented with pairs of options; the enriched option has more positive and more negative dimensions than the other, impoverished, option. Because positive dimensions are weighted more heavily in choosing than in rejecting, and negative dimensions are weighted more heavily in rejecting than in choosing, the enriched option tends to be chosen and rejected relatively more often than the impoverished option. Findings are extended to nonbinary decision problems, and implications for the rational theory of choice are discussed. (PsycINFO Database Record (c) 2012 APA, all rights reserved)